

SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR REAL TIME TEST MARKETING

ABSTRACT

A system, method and article of manufacture are provided for test marketing in real time based on user polls. User input relating to requests for information about products is stored in a database. The database is searched for selecting users who have entered user input relating to at least one product. Information relating to the product(s) is
5 presented to the selected users. Feedback is received from the users. The feedback is analyzed for determining user interest in the at least one product.

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